

Amendments to the Claims

This listing of claim will replace all prior versions and listings of claim in the application.

1-11) (cancelled)

12) (currently amended) A method for providing a promotion, comprising ~~the steps of:~~

- (a) applying an alphanumeric sequence to a product by a first seller ~~retailer~~;
- (b) selling the product by the first seller ~~retailer~~ to a user;
- (c) accessing a web site on a first ~~retailer~~ seller processing device, by a user processing device;
- (d) entering the alphanumeric sequence supplied with the product, by the user, into a web page of the web site;
- (e) validating the alphanumeric sequence;
- (f) awarding a promotional value that includes an electronic coupon in response to

the alphanumeric sequence;

awarding a prize in response to the alphanumeric sequence;

- (g) accessing a web site on a second ~~retailer~~ seller processing device, by the user processing device;
- (h) choosing, by the user, an item for purchase;
- (i) redeeming ~~the item for purchase based on~~ the promotional value; and,
- (j) purchasing the item by the user.

- 13) (cancelled)
- 14) (original) The method of claim 12, wherein the item is a service.
- 15) (currently amended) The method of claim ~~12~~13, wherein a value of the electronic coupon can be ~~accumulated in~~ added to an account.
- 16) (currently amended) The method of claim ~~12~~13, wherein a value of the electronic coupon is increased responsive to the product purchased during a predetermined period of time.
- 17) (currently amended) The method of claim ~~12~~13, wherein a value of the electronic coupon is increased responsive to the product purchased in a predetermined geographic area.
- 18) (currently amended) The method of claim ~~12~~13, wherein a value of the electronic coupon is increased responsive to the user answering a question.
- 19) (currently amended) The method of claim ~~12~~13, wherein a value of the electronic coupon is increased responsive to a predetermined date.
- 20) (cancelled)
- 21) (currently amended) The method of claim ~~12~~13, wherein the awarding the coupon ~~step~~ includes activating internet money.
- 22) (currently amended) The method of claim ~~12~~13, wherein the awarding the coupon ~~step~~ includes providing the second seller ~~retailer~~ that will redeem the coupon.
- 23) (currently amended) The method of claim ~~12~~13, wherein the awarding the coupon ~~step~~ includes providing an opportunity to enter a sweepstake contest.

24) (currently amended) The method of claim ~~12~~13, wherein the awarding the coupon ~~step~~ includes providing the user with a visual game piece associated with the alphanumeric sequence, and wherein a user wins a prize in response to obtaining a plurality of predetermined visual game pieces.

25) (currently amended) An article of manufacture including a computer readable medium, comprising;

- (a) a first software component ~~for providing~~ to provide a value responsive to receiving an alphanumeric sequence from a first product;
- (b) a second software component ~~for directing~~ to direct a user to a web site for purchasing a second product; ~~and~~,
- (c) a third software component ~~for purchasing~~ to purchase the second product using the value; and
a fourth software component to award a prize in response to the alphanumeric sequence.

26) (currently amended) The article of manufacture of claim 25, further comprising:

- (d) a ~~fourth~~ fifth software component ~~for increasing~~ to increase the value responsive to a predetermined period of time.

27) (currently amended) The article of manufacture of claim 25, further comprising:

- (d) a ~~fourth~~ fifth software component ~~for increasing~~ to increase the value responsive to the second product being purchased in a predetermined

geographic area.

28) (currently amended) The article of manufacture of claim 25, further comprising:

- (d) a ~~fourth~~ fifth software component ~~for increasing~~ to increase the value responsive to a user answering a question.

29) (currently amended) The article of manufacture of claim 25, further comprising:

- (d) a ~~fourth~~ fifth software component ~~for increasing~~ to increase the value responsive to a predetermined date.

30) (cancelled)

31) (currently amended) The article of manufacture of claim 25, further comprising:

- (d) a ~~fourth~~ fifth software component ~~for providing~~ to provide an opportunity to enter a sweepstake contest.

32) (currently amended) The article of manufacture of claim 25 further comprising:

- (d) a ~~fourth~~ fifth software component ~~for providing~~ to provide the user with a game piece associated with the alphanumeric sequence, and wherein a user wins a prize in response to obtaining a plurality of predetermined game pieces.

33) (original) The article of manufacture of claim 25, wherein the computer readable medium is positioned in a processing device coupled to the Internet and a client processing device access the processing device.